

R.E.A.L COALITION

REGIONAL ECONOMIC ASSOCIATION LEADERS OF CALIFORNIA

December 17, 2008

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San Diego Chamber of Commerce

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Chamber of Commerce

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Chamber of Commerce

RANDY GORDON
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CYNTHIA MURRAY
North Bay Leadership Council

AL SMITH
Greater Fresno Area
Chamber of Commerce

GARY TOEBBEN
Los Angeles Area
Chamber of Commerce

JIM WUNDERMAN
Bay Area Council

The Honorable Arnold Schwarzenegger
Governor of California
State Capitol Building
Sacramento, CA 95814

Re: McKinsey & Company Report

Dear Governor Schwarzenegger:

As the leaders of some of the state's leading business associations, The Regional Economic Association Leaders (R.E.A.L.) Coalition urges your support to take the critical steps to expand the utility and effectiveness of education data in California.

The REAL Coalition agrees with the recommendation of the Governor's Committee on Education Excellence to create a comprehensive data system. We incorporate here and endorse the attached Principles of the McKinsey & Company Report. We believe that this Report and its Principles is the first of several significant steps needed to develop a comprehensive P-20 longitudinal data system in California. The Principles framework outlines the major components of a high quality system for California and will be invaluable as we work with your staff and the legislature to make smart and cost-effective choices that will actually change student outcomes and inform program decisions.

We appreciate your dedication to this process, and would welcome the opportunity to collaborate with you and your staff on moving ahead with these and other actions to bring improvement to California's educational system.

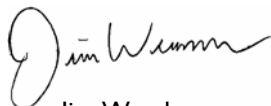
.Sincerely,



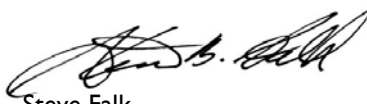
Carl Guardino
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San Jose Silicon Valley Chamber of Commerce



Ruben Barrales
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Bruce Kern
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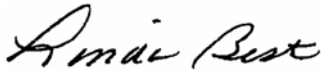
Andrew Poat
Vice President of Public Policy
San Diego Regional Economic Development
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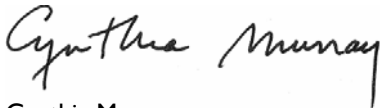
Matthew R. Mahood
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Linda Best
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Cynthia Murray
President & CEO
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Randy Gordon
President & CEO
Long Beach Area Chamber of Commerce



Al Smith
President & CEO
Greater Fresno Area Chamber of Commerce

cc: Assembly Speaker Karen Bass
Senate President Pro-Tem Darryl Steinberg
Assembly Republican Leader Mike Villines
Senate Republican Leader Dick Ackerman

Enclosure: Longitudinal Data System Principles